

August 28, 2013 CRA Agenda Package Page 7 of 16

Table of Contents

Introduction
CRAs in Historic Downtowns
The Importance of Marketing
Assessing Strengths, Weaknesses, Opportunities, and Threats4
Operation of the CRA
Programs and Projects Implemented Since 2002
Funding of the CRA7
Redevelopment Plan Components
The Community Redevelopment Area as a Whole
Sub-Areas within the Community Redevelopment Area
The CRA Board's Vision and Mission
Goals, Objectives, and Potential Projects21
Tables & Figures
Table 1: Groveland CRA SWOT Analysis5
Table 2: Tax Increment Funding Since Inception
Table 3: 5-Year Funding Projections
Table 4: Projected Tax Increment Funding by Year
Table 5: Sample 5-Year Budget Worksheet
Figure 1: Groveland Community Redevelopment Area
Figure 2: Groveland Community Redevelopment Area with Sub-Areas
Figure 3: Groveland CRA - Northeast SR 50 Sub-Area18
Figure 4: Groveland CRA - South State Road 50 Sub-Area
Figure 5: Groveland CRA - Central Business District Sub-Areas
Figure 5: Groveland CRA - Central Business District Sub-Areas

August 28, 2013 CRA Agenda Package Page 8 of 16

The Vision of the CRA Board is "A downtown that is memorable, sustainable, prosperous, and friendly."

The Mission of the CRA is "To pursue redevelopment activities that will enhance the economic, social, and physical aspects of the CRA and result in increased private investment."

To achieve the Vision, the following goals and objectives have been established. For each objective, potential projects are listed. It will be important for the CRA Board to prioritize these goals, objectives, and projects. Once priorities are established, the 5-year budget should include the top priorities as the budget will allow. Subsequently each year, the 5-year plan should be reviewed to assess the success of programs and projects and determine the need for any changes based on funds available and other pertinent factors.

Goals, Objectives, and Potential Projects

GOAL 1: INCREASE THE NUMBER OF BUSINESSES, RESIDENTS, AND VISITORS IN THE CRA.

Objective 1.1: Bring jobs to the CRA.

- Market the existing economic development incentives
- Develop the Groveland Commerce Center (former sprayfield)
- Create additional incentives for new businesses



August 28, 2013 CRA Agenda Package Page 9 of 16

Objective 1.2: Bring economic growth to the CRA.

Potential Projects:

- Market the area (website, events, brochures, attend conferences/trade shows, etc.)
- Assemble land for redevelopment purposes

Objective 1.3: Create a sustainable future for the CRA.

Potential Projects:

- · Create master plan for Cortese Area
- Ensure mix of uses through land use and zoning regulations
- Offer rent by-downs for certain uses

Objective 1.4: Hold special events in the CRA to bring residents and visitors to the area to promote awareness of the area and what is available.

- Christmas parade
- 4th of July event
- Farmers' Market
- · Sponsor or host other events in the CRA



August 28, 2013 CRA Agenda Package Page 10 of 16

GOAL 2: PROMOTE AND ENCOURAGE PRIVATE INVESTMENT IN THE CRA.

Objective 2.1: Maintain high standards with architectural requirements to enhance property values.

Potential Projects:

Promote standards (photos in ads, brochures, website, etc.)

Objective 2.2: Improve the appearance of property, buildings, landscaping, and hardscaping to enhance property values.

- Enhanced code enforcement programs
- Landscaping public property
- Streetscape projects
- Hardscape (benches, trash receptacles, etc.)
- Façade Grants
- Disaster Relief Projects



August 28, 2013 CRA Agenda Package Page 11 of 16

Objective 2.3: To enhance community policing initiatives in the CRA to maintain a low crime rate and enhanced sense of security. (Community Policing is addressing the problems that are behind the crime, not just enforcing the law. This would include awareness of potential victims, motivations for committing crime, readiness to respond to crime, etc.)

Potential Projects:

- Promote/Fund Crime Watch Programs
- Bike Patrol
- Citizen's Police Academy
- Police Athletic League (P.A.L.)

Objective 2.4: Market the CRA and the economic development incentives to promote new development or redevelopment.

Potential Projects:

- Branding (establish downtown logo and tag line)
- · Promotional items
- Speakers' Bureau

Objective 2.5: Assist property and business owners when possible.

- Small business assistance program
- Wayfinding Signage



August 28, 2013 CRA Agenda Package Page 12 of 16

Objective 2.6: Improve relations and communications with existing businesses, residents, and property owners to encourage additional or continued investment in the CRA.

Potential Projects:

- Develop email list to send periodic newsletters or other communications
- Hold periodic workshops to share information and obtain input from the CRA property owners, business owners, and residents.
- Recognize property owners, business owners, and residents for their contributions to improving the CRA.

GOAL 3: IMPROVE THE INFRASTRUCTURE IN THE CRA.

Objective 3.1: Advocate for studying the re-location of SR 50 to the north of the downtown.

Potential Projects:

- Partner with FDOT and the County/MPO
- Objective 3.2: Convert Orange Avenue and Broad Street to local streets under the City's authority.

Potential Projects:

- Develop concept plan in conjunction with FDOT SR 50 project
- Objective 3.3: To increase and improve the public parking areas as more businesses open in the CRA.

Potential Projects:

- Purchase property for parking lots.
- Assess current CRA/City owned property to ensure parking is maximized
- Objective 3.4: To improve basic infrastructure in the CRA to enhance development and redevelopment opportunities.

- Lighting master plan and improvements
- Stormwater drainage master plan and improvements
- Potable water improvements
- Sanitary sewer and reclaimed water improvements
- Telecommunications plan and improvements

August 28, 2013 CRA Agenda Package Page 13 of 16

GOAL 4: CREATE AND PROMOTE A UNIQUE ENVIRONMENT IN THE CRA.

Objective 4.1: Create charming and functional public places (plazas, etc.)

Potential Projects:

- Public Art
- Decorative Bike Racks
- · Decorative Planters
- Park improvements
- Development of parks, plazas, etc.
- Adopt-A-Spot Landscape Program







Objective 4.2: To design the South Lake Trail through the downtown area rather than along the re-aligned SR 50.

Potential Projects:

South Lake Trail improvements (trail heads, trail spurs)

Objective 4.3: To preserve the historic character and charm of the downtown area by maintaining architectural standards, preserving historic buildings, and controlling the scale and massing of new buildings.

- Identify protected historical buildings and sites in the Comp Plan
- Adopt land development regulations that govern development or redevelopment that may impact historical sites or structures. (Protection criteria as well as incentives)

August 28, 2013 CRA Agenda Package Page 14 of 16

Objective 4.4: Identify the distinct areas of the CRA with gateway features and other hardscapes to create a sense of place and celebrate the unique aspects of each area.

Potential Projects:

- Gateway features
- Public Art
- Historical preservation projects





GOAL 5: CREATE AND PROMOTE A DIVERSE CRA IN TERMS OF MIXED USE AND PEOPLE (INCOME LEVELS, AGES, ETC.)

Objective 5.1: Increase the range, type, and affordability of housing in the CRA.

- Housing programs
- · Housing rehabilitation programs
- Development of new housing
- Neighborhood improvements (community gardens, parks, etc.)

August 28, 2013 CRA Agenda Package Page 15 of 16

Objective 5.2: To create a more vibrant place where people can work, shop, live, and enjoy leisure and cultural activities.

Potential Projects:

- · Development of entertainment venues
- Development of cultural facilities
- Development or enhancement of historical facilities
- Development or enhancement of park facilities
- Development or enhancement of community facilities

GOAL 6: CREATE AND PROMOTE A HUMAN SCALE ENVIRONMENT.

Objective 6.1: To improve the pedestrian experience with safe cross walks, wider sidewalks, and walkways that link different areas.

Potential Projects:

- Sidewalk/crosswalk master plan (in conjunction with SR 50 re-alignment and South Lake Trail project)
- Create plan that links various sub-areas of CRA to each other

Objective 6.2: Consider promoting alternatives to automobiles such as golf carts, transit, and other methods of transportation.

Potential Projects:

Transit programs

GOAL 7: INCREASE AND PROMOTE SOCIAL AND EDUCATIONAL OPPORTUNITIES IN THE CRA AND THE IMMEDIATE SURROUNDING AREA.

Objective 7.1: Take advantage of existing government buildings to partner with residents and businesses to provide programs for children, seniors, and other groups.

- Music lessons
- Language lessons
- Dance classes
- Exercise classes
- Resume/Interviewing classes
- Computer classes
- Sponsor programs with the local library



August 28, 2013 CRA Agenda Package Page 16 of 16

Objective 7.2: Partner with private entities and community organizations to bring cultural and other community enriching activities to the CRA.

- · Sponsor Community Theater
- Sponsor Community Symphony
- Sponsor Farmer's Market hosted by local non-profit or civic organization